Soobin Cho

✉ soobin30@uw.edu
5oobin.github.io/website
Seattle, WA, USA

Profile

2nd-year PhD student, and an experienced **Human Computer Interaction (HCI)** and **User Experience Researcher**

Focus areas

- Human-AI Interaction
- Human-Agent Interaction
- Computer Supported Cooperative Work
- Computer-Mediated Communication

Education

- **Ph.D.**
  Human Centered Design & Engineering
  University of Washington
  Sep 2023–expected 2028
- **M.S.**
  Intelligence and Information
  Seoul National University
  Sep 2019–Feb 2022

Skills

- **Research Methods (tools)**
  Field study, case study, co-creation workshop, in-depth interview, focus group interview, contextual inquiry, survey (Google Forms, Qualtrics)
- **Prototyping & Usability Testing (tools)**
  Prototyping (Java, HTML, CSS, Figma, Google Dialogflow, Teachable Machine), usability testing (Maze)
- **Data Analysis (tools)**
  Thematic analysis (Miro), content analysis (ATLAS.ti, Optimal Workshop), user behavior analysis (Amplitude, Google Analytics), data processing (Python, SQL), statistical analysis (Python, R, JASP)

Work experience

UX Researcher at *Soft Berry Inc. (Korea)* — Mar 2022–Aug 2023

Korean Series A startup ($8M+ funding), operates Korea's leading EV charging station app

- **Role**: Led and conducted all research processes as the first and sole UX researcher.
- **Collaboration**: Collaborated closely with the CEO, COO, and product managers to set strategic research goals and objectives.
- Collaborated with product managers to translate findings into product principles and actionable guidelines.
- Collaborated with designers and engineers to apply insights within the app.
- **Research**: Conducted comprehensive market research and competitive analysis.
- Conducted quantitative app behavior analysis to examine user types, feature usage patterns, and correlations both within and between them.
- Conducted interviews, focus groups, thematic analyses, contextual inquiries, surveys, and workshops for user insights and future direction.
- **Communication**: Communicated findings across the organization through presentations and reports.

Selected projects

Building an AI discussion facilitator tool for Wikipedia

Lead Researcher, University of Washington — Sep 2023–present

- **Overview**: Identified Wikipedians' cognitive processes in reading discussions through 14 technology-probe-assisted interviews and currently developing a web-based prototype while testing LLM prompts and evaluating model performance. [partial research paper under review]

Building design guidelines for companion-like experience with AI chatbots

Lead Researcher, University of Washington — Jan 2024–present

- **Overview**: Conducted a collaborative auto-ethnography and intensive literature review, and currently leading the iterative guideline development and evaluation. [partial research paper under review]

Industry UXR: expanding user base

UX Researcher, Soft Berry Inc. — Apr 2023–Jun 2023

- **Overview**: 1) Identified the need to target a new user group, 2) analyzed their user journey and challenges, and 3) explored solutions to address their pain points.
- **Method**: 1) Competitive analysis, qualitative analysis of 1,021 online posts, and quantitative analysis of app users and their behaviors; 2) bulletin board focus group with 27 users and 4 user interviews; 3) co-creation workshop with 25 participants.

Industry UXR: enhancing a specific user activity

UX Researcher, Soft Berry Inc. — Jan 2023–Mar 2023

- **Overview**: Recognizing that user reviews on charging stations are central to the app's value, 1) analyzed what information is shared across different user groups and 2) examined how, when, and why users write reviews. Based on these findings, developed design principles and guidelines for the review feature.
- **Method**: 1) Qualitative analysis of 5,273 reviews; 2) a scenario-based survey of 103 users and 5 user interviews.

Exploring and designing solutions for virtual co-studying

Lead Researcher, Seoul National University — Jan 2021–Apr 2022

- **Overview**: 1) Identified a conflict between virtual co-studying users' need for monitoring and their concerns about camera fatigue and privacy, then 2) designed an interface that reduces camera exposure while improving monitoring features.
- **Method**: 1) 42 user interviews, a survey of 107 users, and analysis of 464 video screens; 2) prototype design and a usability testing with 10 users.
- **Publications**: *"I Want to Reveal, but I Also Want to Hide" Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms.* **CSCW'23** | *"Hide Your Video, Show Your Action!" Investigating a New Video Conferencing Interface for Virtual Studying.* **CSCW'22 Companion**

Designing a knowledge-sharing chatbot for a co-living space

Lead Researcher, Seoul National University — Jul 2020–Jan 2021

- **Overview**: 1) Identified co-living residents' need to indirectly experience others' warmth and access local information, then 2) designed chatbot conversation flows to facilitate connection and information sharing.
- **Method**: 1) 8 user interviews and a co-creation workshop with 15 participants; 2) chatbot prototype design and a one-week usability study with 19 users.
- **Publication**: *"Knock Knock, Here Is an Answer from Next Door": Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study.* **CSCW '21 Companion**